

Message Text

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43

ACTION COME-00

INFO OCT-01 AF-06 NEA-10 ISO-00 CIAE-00 EB-07 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /054 W
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R 261220Z OCT 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 2719

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMEMBASSY KHARTOUM

AMEMBASSY KUWAIT

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY TEHRAN

AMEMBASSY TUNIS

UNCLAS JIDDA 7169

BEIRUT PASS BAGHDAD

E.O. 11652: N/A

TAGS: BEXP, SA, XT

SUBJECT: IOGA TMS PROGRAM FOR MIDDLE EAST OCTOBER 1975 THROUGH
MAY 1976

REF STATE 229488

1. POST APPRECIATES RUNDOWN REFTEL IN WHICH WE SCHEDULED
TO RECEIVE FOLLOWING IOGA TMS OF THOSE CITED.

A. MARYLAND STATE - JANUARY 19-21 AT JIDDA, JANUARY
21-23 AT RIYADH. IN VIEW OF SAUDI FIVE YEAR PLAN'S EM-
PHASIS ON HOSPITAL CONSTRUCTION AND RELATED EQUIPMENT AS
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WELL AS PROJECTS IN FIELD NOW UNDERWAY, THIS IS WELL-

TARGETED MISSION. ARRIVAL DATE IS ON MONDAY. RIYADH SEGMENT INCLUDES 2-DAY WEEKEND, THURSDAY AND FRIDAY, WHICH ARE HOLIDAYS. SOME BUSINESS POSSIBLE THURSDAY A.M., BUT NOT ON FRIDAYS.

B. PENNSYLVANIA STATE - ADVANCE MAN ROGERS VISITED AND WE UNDERSTAND DATES MOVED UP TENTATIVELY FOR SAUDI ARABIAN VISIT. WELL IN HAND. FSO JAMES LAROCCO CONTROL OFFICER. COMMERCIAL COUNSELOR WILL WELCOME AND BRIEF AT FIRST STOP. RECEPTION WILL BE HOSTED AT RIYADH BY LOCAL CHAMBER OF COMMERCE, AND BY COMMERCIAL COUNSELOR AT JIDDA AT MISSION EXPENSE. PRODUCT LINES APPEAR GOOD.

C. MICHIGAN STATE - FEBRUARY 17-22 JIDDA INCLUDES THURSDAY AND FRIDAY, LOCAL WEEKEND HOLIDAYS; RECOMMEND ADJUSTMENT. EITHER THEME BUILDING AND CONSTRUCTION OR HOSPITAL AND MEDICAL EQUIPMENT ARE GOOD TARGETS HERE. HOLDING TO SAME THEME AS PREVIOUS MARYLAND MISSION COULD DILUTE EFFECTIVENESS. IN ANY CASE, SIZE OF SAG PROGRAM COULD ABSORB BOTH TMS IN SAME FIELD.

D. INDIANA STATE - LATE MARCH WOULD BE PREFERABLE. PRODUCT AREA WELL TARGETED. HOUSING AND CONSTRUCTION WILL BE PRIORITY ITEM HERE AT LEAST FOR THREE YEARS OR MORE. PREFAB FIRMS AND THOSE WHICH CAN MAKE QUICKEST DELIVERY WILL HAVE MARKET EDGE.

E. TEXAS STATE - MAY 1976. SUGGEST MID-MAY AND VISITS TO DHAHRAN, RIYADH AS WELL AS JIDDA VIEW PRODUCT CATEGORIES (SEE JIDDA'S TEL. 6940).

F. EXPORT ACTION TEAM, INC. - SEPTEMBER 11, 1976. SEE JIDDA 6939. POST CONSIDERED TM ORIGINALLY SCHEDULED MAY 1976 ILL-TIMED BECAUSE OF OTHER MISSIONS. IF TM SPONSORS CAN VARY THEME TO INCLUDE HEAVY MATERIALS HANDLING EQUIPMENT, ESPECIALLY PORT EQUIPMENT, MARKET POTENTIAL APPEARS GOOD TO EXCELLENT.

2. IN ADDITION POST EXPECTS NON-IOGA BUSINESS GROUPS FROM: TENNESSEE, NOVEMBER 14-17; SOUTH CAROLINE, NOVEMBER 12-18; UNCLASSIFIED

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AND FULL BOARD OF DIRECTORS, ALLIS-CHALMERS NOVEMBER 22-24.

3. IN GENERAL POST BELIEVES GOOD 6-8 MAN TRADE MISSION UNDER IOGA QUALIFICATIONS TO BE MOST EFFECTIVE TRADE PROMOTION VEHICLE. HEAVY FLOW OF U.S. BUSINESS VISITORS, CURRENT AND ANTICIPATED, BUT MOSTLY UNANNOUNCED, REQUIRES MORE EFFORT THAN TRADE MISSIONS AND PERHAPS NOT AS PRODUCTIVE.

4. AS A PRECAUTION TO ALL MISSIONS, THE DEPARTMENT AND COMMERCE SHOULD EMPHASIZE TO ORGANIZERS THAT THERE IS CONSIDERABLE DIFFERENCE IN THE APPROACH TO SUCH MISSIONS IN SAUDI ARABIA, AND PERHAPS MOST NEA POSTS, FROM THE STANDARD EUROPEAN DESTINATIONS. IT IS VERY DIFFICULT TO PIN DOWN LOCAL MERCHANTS AND MOST GOVERNMENT OFFICIALS TO A PRECISE APPOINTMENT TIME WELL IN ADVANCE. WITH PROPER PRIOR PUBLICITY, THE BEST APPOINTMENTS ARE MADE AFTER THE MISSION ARRIVES.

5. WTDRS WILL NOT BE PLACED IN APPOINTMENT KITS BECAUSE OF THE SENSITIVITY OF SAUDI MERCHANTS AT ALL LEVELS AND TO AVOID COMPROMISING THE EMBASSY'S CONFIDENTIALITY BY WHICH THE INFO IS OBTAINED, I.E. THE WTDRS WILL NOT BE DISSEMINATED IN SAUDI ARABIA. HOWEVER, MISSION MEMBERS CAN REVIEW THESE BEFORE OR AFTER BUSINESS DISCUSSIONS WITH LOCAL FIRMS AT THE JIDDA COMMERCIAL OFFICES.

6. THERE IS A GROWING NUMBER OF MEDIUM AND SMALL SAUDI FIRMS WHICH INDICATE THAT THEY CAN PERFORM AS WELL AS THE OVER-PUBLICIZED GIANTS. INDEED MANY OF THE LATTER HAVE AGENCIES DYING ON THE SHELF BECAUSE OF CONCENTRATION TOWARDS ONLY GIANT PROJECTS AND TOO MANY REPRESENTATIONS. MISSION MEMBERS SHOULD WEIGH THESE FACTORS CAREFULLY AND LOOK FOR THE HUNGRY FIGHTERS.
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